

Message Text

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PAGE 01 USBERL 01373 131341Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----040643 131509Z /40

R 131113Z JUN 78
FM USMISSION USBERLIN
TO AMEMBASSY BONN
INFO SECSTATE WASHDC 6991
USDOC WASHDC
USICA WASHDC
AMCONSUL BREMEN
AMCONSUL DUESSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMCONSUL STUTTGART

UNCLAS USBERLIN 1373

E O 11652: NA
TAGS: BEXP BTIO GW WB
SUBJ: WEST BERLIN SPRECHTAG, JUNE 6-8, 1978

REFS: (A) USBERLIN 1185, (B) FY-78 CCP

BEGIN SUMMARY: USBER HELD MINI-SPRECHTAGE, OR BUSINESS INFORMATION DAYS, WITHOUT STATE REPRESENTATIVES, IN WEST BERLIN JUNE 6-8, 1978. WELL PUBLICIZED EVENT INCLUDED INTERVIEWS WITH THIRTY WEST BERLIN FIRMS. RADIO CALL-IN TECHNIQUE USED FOR FIRST TIME.
END SUMMARY.

1. UNITED STATES MISSION BERLIN HELD FIRST IN SERIES OF SPRECHTAGE IN WEST BERLIN, JUNE 6-8, 1978. STATE REPRESENTATIVES WERE NOT INCLUDED, HENCE, EVENT SHOULD BE CHARACTERIZED AS MINI-SPRECHTAG. COOPERATING ORGANIZATIONS INCLUDED BERLIN IHK, BERLIN AGENTS' ASSOCIATION AND ICA. GEOGRAPHIC AREA COVERED WAS WEST BERLIN ONLY.
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2. PUBLICITY - PRESS RELEASE ANNOUNCING WEST BERLIN SPRECHTAGE WAS DISTRIBUTED BY USBER'S PRESS SECTION. IT WAS CARRIED WELL IN ADVANCE OF EVENT IN LEADING LOCAL NEWSPAPERS AND IN ECONOMIC PRESS. DEUTSCHE PRESSE AGENTUR (DPA) ALSO CARRIED ANNOUNCEMENT LOCALLY. DURING THE SPRECHTAGE THE RADIO STATION RIAS, RADIO IN THE AMERICAN

SECTOR, TAPED INTERVIEW WITH COMMERICAL OFFICER AND FSL SPECIALIST RESPONSIBLE FOR THIS SPRECHTAG. THIS FIVE-MINUTE INTERVIEW, IN GERMAN, WAS BROADCAST MID-DAY JUNE 8. COMMERCIAL UNIT TELEPHONE NUMBERS WERE ALSO BROADCAST AT THIS TIME AND INTERESTED PARTIES INVITED TO CALL IN. A SUBSTANTIAL NUMBER OF TELEPHONIC TRADE INQUIRIES WERE GENERATED BY THIS TECHNIQUE; A FIRST FOR A WEST BERLIN SPRECHTAG.

3. RESULTS - A TOTAL OF 25 WEST BERLIN FIRMS PRE-REGISTERED FOR SPRECHTAG INTERVIEWS. THIRTY FIRMS ACTUALLY ATTENDED; MANY SENT SEVERAL REPRESENTATIVES. THIRDTY-FOUR TRADE OPPORTUNITIES WERE COLLECTED ON THE SPOT, PLUS THREE LICENSING AND ONE REVERSE INVESTMENT OPPORTUNITY. LEADS FOR MANY MORE WERE DEVELOPED. FOREIGN BUYER PROGRAM LITERATURE WAS DISTRIBUTED TO ALL PARTICIPANTS AS WELL AS TOP, ADS, TRAVEL USA AND IMC FAIR PROGRAM LITERATURE. COMMERCIAL LIBRARY SERVICES WERE ALSO EXPLAINED. USBER WAS PLEASED THAT BONN E/C MINISTER ABLE TO ATTEND PART OF SPRECHTAG INTERVIEW ON FIRST DAY, JUNE 6.

4. ASSESSMENT - USBER WAS PLEASED WITH TURN-OUT AT THIS MINI-SPRECHTAG, PARTIALLY GENERATED BY GROWING INTEREST IN UNITED STATES MARKET UNDER PRESENT EXCHANGE RATE CONDITIONS. RADIO INTERVIEW AND CALL-IN TECHNIQUE WERE USED FOR FIRST TIME WITH GREAT SUCCESS AND WILL BE USED TO OUR STANDARD SPRECHTAG REPERTOIRE. ICA DESIRES GREAT CREDIT UNCLASSIFIED

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FOR ASSISTING OUR SPRECHTAG WITH THIS NOVEL IDEA.GEORGE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
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Draft Date: 13 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Executive Order: N/A
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Handling Restrictions: n/a
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Original Previous Classification: n/a
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Review Exemptions: n/a
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SAS ID: 2366412
Secure: OPEN
Status: NATIVE
Subject: WEST BERLIN SPRECHTAG, JUNE 6-8, 1978
TAGS: BEXP, BTIO, GE, WB
To: BONN
Type: TE
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